



# FRANCHISE PARTNER SEARCH – CZECH REPUBLIC

A PLATINUM KEY SERVICE



## *Looking for franchise partners in the Czech Republic?*

### *The U.S. Commercial Service can help!*

#### **How does it work?**

Inform CS Prague about your franchise, and we will promote your business opportunity in the best newspapers, magazines, and web sites to identify potential Czech investors. We then follow up with these potential investors by e-mail, phone, mailings, and personal visits.

#### **Option 1**

- ✓ Five advertisements of 10 x 10 cm will be placed in a major newspaper. Upon receipt of responses showing a serious interest, a questionnaire and a package of the U.S. Company's literature will be forwarded to the interested parties.
- ✓ The U.S. firm's proposal will be posted on the local CS website.
- ✓ A customized mailing using our database of potential investors will be sent out.

**Process Period = 40-60 days**

**Cost = Will vary according to newspaper chosen**

#### **Option 2**

- ✓ CS Prague will work with a specialized media & press agency. This contractor will be responsible for promoting the U.S. franchise concept to the local press by placing articles (infomercials) that will direct or indirectly introduce the business opportunity to potential investors. These articles are expected to generate interest from investors who will then contact CS Prague or the company directly.

Target means of communication will be:

- Business columns in major newspapers and magazines;
  - Business and economy editorials of specialized newspapers and mass media;
  - Special business opportunity supplements;
  - Specialized magazines;
  - TV programs targeted at investors;
  - Web sites targeted at investors.
- ✓ Upon receipt of responses showing a serious interest, a questionnaire and a package of the U.S. Company's literature will be forwarded to the interested parties.

- ✓ The U.S. firm's proposal will be posted on the local CS Prague website.
- ✓ A customized mailing using our database of potential investors will be sent out.

**Process Period = Four Months**

**Cost = Will vary according to contractor chosen**

#### ***Initiating a Franchise Partner Search***

Upon receipt and review of the request form, CS Prague will confirm acceptance of the U.S. Company into the **Franchise Partner Search**. Once payment and product literature have been received from the U.S. Company, CS Prague will begin the search.

**Note that options 1 and 2 can be done simultaneously.**

#### ***Final Reporting***

A final report will be sent to the company, including details and business profiles of interested Czech investors, an indication of the level of interest and an opinion on the market potential and suitability of the franchise product or service. For Option 2, the contractor will also provide copies of all published clippings.

#### ***Follow up***

Once you have received the final report, CS Prague can, at your request, arrange meetings with potential partners identified by the **Franchise Partner Search**.

#### ***Please note:***

While every effort will be made to ensure a successful search, CS Prague can't guarantee that this search will provide you with an Investor/Master Franchisee. If you have any questions, please contact:

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